What is The Accommodation Program?

- The Accommodation Program, developed by Philip Morris U.S.A., is a way for business owners to address the preferences of non-smokers and smokers alike by designating separate sections and improving ventilation.
- The Accommodation Program provides a way for you to identify establishments that welcome non-smokers and smokers. Wherever you see the accommodation symbol — in restaurants, taverns, hotels, bowling centers, stadiums, malls or airports — you can be confident that your smoking preferences will be respected.
- Business owners that participate in The Accommodation Program and display the symbol receive free resources on how to improve customer service for all guests.

Why is The Program Important?

- Statistics prove that the overwhelming majority of Americans prefer designated areas for non-smokers and smokers as opposed to smoking bans. More than 25 percent of adults in America choose to smoke. Smokers account for nearly $69 billion in foodservice sales alone.
- Business owners need a way to communicate that they respect the preferences of non-smokers and smokers alike. The accommodation symbol serves as a welcome sign for all customers.

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